

WEST Search History

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DATE: Sunday, March 21, 2004

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		<i>DB=EPAB,DWPI; PLUR=YES; OP=ADJ</i>	
<input type="checkbox"/>	L6	L5 near8 (monitor\$ or trace or tracing or track\$ or spy\$ or spied)	1
<input type="checkbox"/>	L5	((request\$ or access\$) near4 ((web page) or (web site))) near8 (profil\$ or characteristic\$ or parameter\$ or statistic\$)	43
		<i>DB=USPT; PLUR=YES; OP=ADJ</i>	
<input type="checkbox"/>	L4	l1 and L3	13
<input type="checkbox"/>	L3	709/224[ccls]	1666
<input type="checkbox"/>	L2	L1 same (third party)	1
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END OF SEARCH HISTORY

First Hit**End of Result Set**☐ **Generate Collection** **Print**

L6: Entry 1 of 1

File: DWPI

Feb 5, 2001

DERWENT-ACC-NO: 2001-463005
DERWENT-WEEK: 200150
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TITLE: Method for utilizing information of access statistics by tracking access path

INVENTOR: JUNG, Y G; KIM, J M

PATENT-ASSIGNEE:

ASSIGNEE

CODE

TECHBANK CO LTD

TECHN

PRIORITY-DATA: 2000KR-0051891 (September 2, 2000)

Search Selected**Search ALL****Clear**

PATENT-FAMILY:

PUB-NO

PUB-DATE

LANGUAGE

PAGES

MAIN-IPC



KR 2001007768 A

February 5, 2001

001

G06F017/40

APPLICATION-DATA:

PUB-NO

APPL-DATE

APPL-NO

DESCRIPTOR

KR2001007768A

September 2, 2000

2000KR-0051891

INT-CL (IPC): G06 F 17/40

ABSTRACTED-PUB-NO: KR2001007768A

BASIC-ABSTRACT:

NOVELTY - A method for utilizing information of access statistics by tracking an access path to an internet web site is provided to increase the effect of an advertisement, by analyzing the access statistics and the access patterns of a user, and extracting a path with high connect frequency to output a target advertisement.

DETAILED DESCRIPTION - A program(502) collects the information on the access path of users. A database(503), included in a server(500), stores the information of the access statistics. The program(502) in the server(500) stores the data related to an access process in the database(503) whenever internet users(10,20,30) access the server(500) via a link within an internet web site. Based on the statistic data stored in the database(503), one of the access paths with a lot of accesses is selected, and most of advertisements are provided through the selected path.

CHOSEN-DRAWING: Dwg.1/10

TITLE-TERMS: METHOD INFORMATION ACCESS STATISTICAL TRACK ACCESS PATH

DERWENT-CLASS: T01

EPI-CODES: T01-J07A;